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Start date

ASAP

Duration

6-12 months

Languages

Good spoken and written English levels are required (B2 onwards)

Location

[Bristol, England](#)

Bristol is the largest city in the South West of England. It has a strong reputation for creativity, digital innovation and social enterprise, and is the home of Oscar-winning [Wallace and Gromit](#) and [urban artist Banksy](#). Offering a lively nightlife, bars and [restaurants aplenty](#), musical diversity and many historical attractions, including the [SS Great Britain](#) and the [Clifton Suspension Bridge](#). In 2017, The Times newspaper voted it 'Best Place to Live in the UK' for young adults.

Are you eligible?

Are you a registered student?

Or

Are you eligible to participate in the Erasmus+ programme?

Benefits

See website for details of all ESPA benefits. For all internships over 6 months, additional benefits will be paid. Details available at interview.

Role

This is a fantastic opportunity for a dynamic individual to gain an all-round marketing experience within this innovative host. Reporting to the Marketing Manager, this role will allow the candidate to work in a business-critical function, creating an effective strategy around digital marketing and eCommerce. The host is looking to increase B2B ecommerce revenue, reduce customer acquisition costs, acquire new leads, whilst increasing customer lifetime value and brand awareness. The successful candidate will build and maintain excellent customer data, develop the company website and online sales channels and raise company visibility, brand and reputation.

Tasks

- Management, consolidation and improvement of our e-Commerce channel and websites
- Assess, evaluate, and troubleshoot CRM/marketing data, tools, and processes to support the development of marketing automation programs
- Design, build, monitor and refine KPI's to assess and act on company marketing and advertising strategies and activities
- Define a reporting structure to regularly report on and track campaign activities
- Analyse and report on marketing activities
- Analysis of competitor marketing activities
- Any other marketing activities such as shows and events

Desired Skills

- Strong knowledge of Excel
- Ability to work in English
- Strong IT skills
- Usage of other MS office applications
- Knowledge of social media, online content marketing
- Awareness of current marketing techniques, including digital and database marketing
- Ability in business analysis
- Project management understanding
- Working knowledge of photoshop would be desirable

The Host Company

The host is a dynamic, industry leading full-service packaging business. Their client base includes entrepreneurial start-ups to well-established premium brands in the food, drink, health, beauty and cosmetics markets. They are trusted to provide knowledge, expertise and support to help their clients grow, whilst developing unique packaging solutions to bring new on-brand products to market.